



MISSOULA COUNTY PARKS AND TRAILS PLAN



*ETC Institute
/ Leisure
Vision*

**City and County
Community Survey Briefing**

March 30, 2011

SUMMARY RESPONSE RESULTS

- **3,500 surveys mailed**
- **Three days after mailing, each household received an automated voice message encouraging completion of the survey.**
- **Two weeks after mailing, personal calls were made to households. Phone responses were provided as an option for those who had not responded yet.**

	Goal	Actual	% of Goal
Total Responses	766	1,107	145%
County Residents	385	453	118%
City Residents	381	654	172%

PARK VISITATION – ALL RESIDENTS BY HOUSEHOLD TYPE

Overall visitation of County parks or trails (76%) is slightly higher than the national average of 72%. Overall visitation of City parks or trails (86%) is considerably higher than the national benchmark of 72%. All households with children are the biggest visitors to City and County parks or trails.

Household Type	County Parks	City Parks
Children Under 10	88%	96%
Children 10-19	88%	96%
No Children - All Adults 20-54	79%	88%
No Children - All Adults 55 & over	55%	71%
All Households	76%	86%

PARK SATISFACTION – ALL RESIDENTS

Both City and County parks have high satisfaction. Eighty-nine percent (89%) of all respondents are very or somewhat satisfied with the maintenance of County parks, and 89% of households are very or somewhat satisfied with the maintenance of City parks they have visited.

	County Parks	City Parks
Very Satisfied	46%	49%
Somewhat Satisfied	43%	40%

PARK AND FACILITY USE – COUNTY VS. CITY RESIDENTS

County Residents

Ranking	All Residents	All residents
1 st	Hiking trails	65%
2 nd	River access sites	55%
3 rd	Paved commuter trails	47%
4 th	Natural Area/Wildlife Habitat	46%
5 th	Pools/Water Parks	46%

City Residents

Ranking	All Residents	All residents
1 st	Hiking trails	78%
2 nd	Paved commuter trails	63%
3 rd	River access sites	61%
4 th	Playgrounds	60%
5 th	Biking trails	53%

PARKS MOST FREQUENTLY VISITED

County Residents

Ranking	All Residents	All residents
1 st	Caras Park	71%
2 nd	Ft. Missoula Park	61%
3 rd	McCormick Park	57%
4 th	Splash MT / Currents	51%
5 th	Bonner Park	49%
6 th	Greenough Park	45%
7 th	Playfair Park	40%
8 th	Big Sky Park	17%

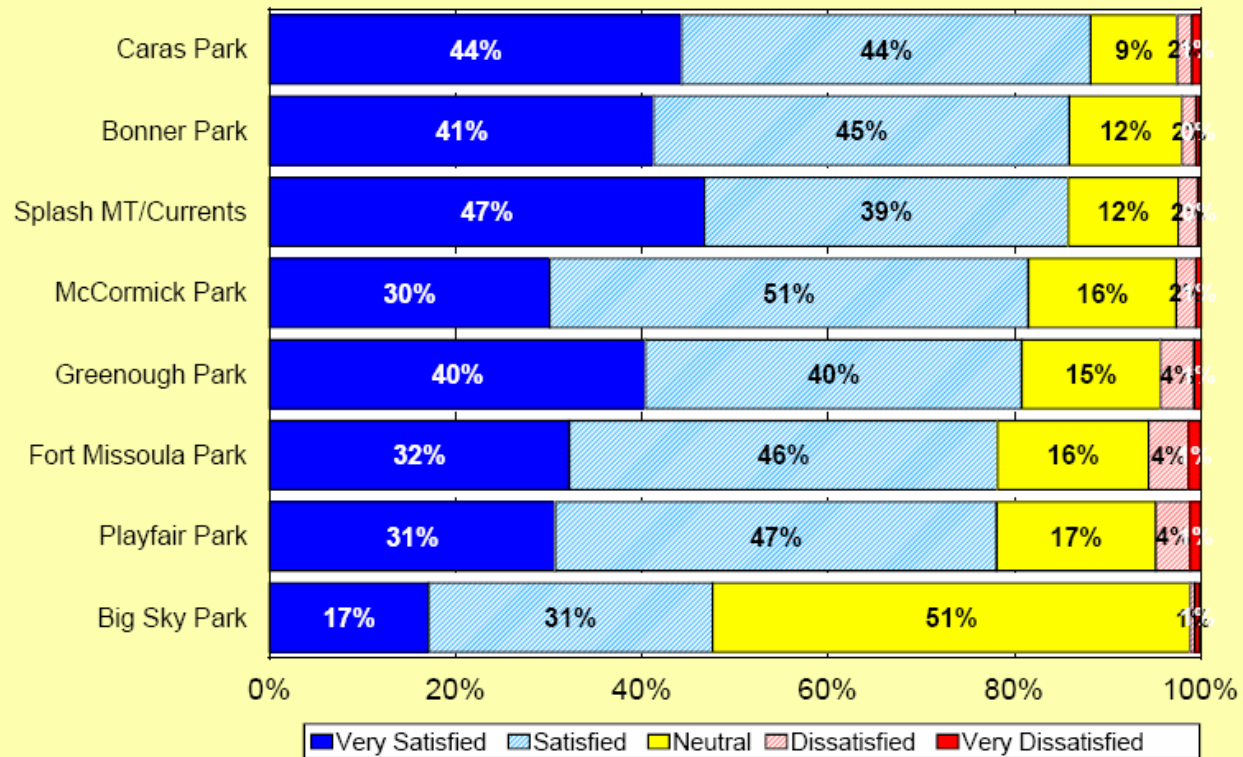
City Residents

Ranking	All Residents	All residents
1 st	Caras Park	84%
2 nd	McCormick Park	71%
3 rd	Bonner Park	69%
4 th	Greenough Park	68%
5 th	Ft. Missoula Park	61%
6 th	Splash MT / Currents	59%
7 th	Playfair Park	55%
8 th	Big Sky Park	17%

SPECIFIC PARK SATISFACTION– ALL RESIDENTS

Q6a. Level of Satisfaction with Various Parks and Recreation Facilities Households Have Visited During the Past 12 Months

by percentage of respondents (excluding those who have not visited parks/facilities)



Source: Leisure Vision/ETC Institute - *All Residents* - (January 2011)

USE INHIBITORS – COUNTY VS. CITY RESIDENTS

County Residents

Ranking	All Residents	All residents
1 st	Too far from home	35%
2 nd	Too busy	35%
3 rd	Use other state or federal lands/facilities	30%
4 th	Not interested	18%
5 th	Do not know what is offered	17%

City Residents

Ranking	All Residents	All residents
1 st	Too busy	37%
2 nd	Too far from home	17%
3 rd	Use other state or federal lands	16%
4 th	Other	15%
5 th	Not interested	14%

WAYS PEOPLE LEARN ABOUT PARKS, FACILITIES AND PROGRAMS – ALL RESIDENTS BY HOUSEHOLD TYPE

The park website was ranked among the five most frequently used marketing sources for all households types except those with ages 55+. The use of websites at 34% is significantly higher than the national benchmark, while the use of program guides is significantly lower than the national benchmark.

Ranking	All Residents	%	With children Under 10	%	With children 10-19	%	No children -adults 20-54	%	No children -adults 55+	%
1 st	Newspaper	48%	From friends & neighbors	48%	Park website	49%	Newspaper	46%	Newspaper	58%
2 nd	From friends & neighbors	43%	Park Website	45%	Newspaper	49%	From friends & neighbors	44%	From friends & neighbors	35%
3 rd	Park Guides & Brochures	39%	Park Guides & Brochures	44%	Park Guides & Brochures	48%	Park Guides & Brochures	36%	Park Guides & Brochures	33%
4 th	Park Website	34%	Newspaper	40%	From friend & neighbors	46%	Park Website	36%	Radio	19%
5 th	Radio	27%	School flyers & newsletters	35%	School flyers & newsletters	31%	Radio	19%	Cable Television	18%

MOST NEEDED PROGRAMS – ALL RESIDENTS BY HOUSEHOLD TYPE

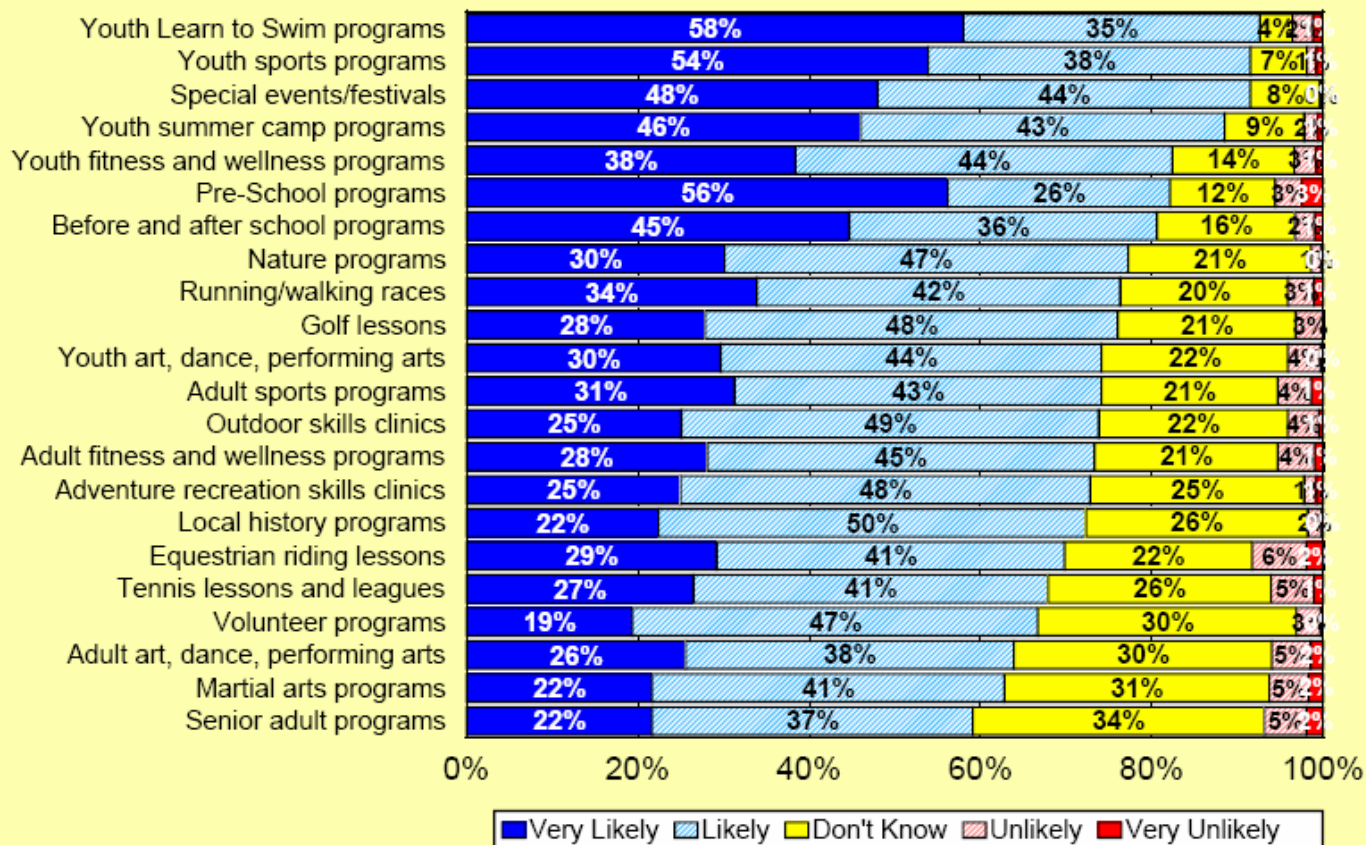
The type of household has a big impact on what programs are needed the most. The only program that is in the top 5 most needed for all household types are special events. Adult fitness is in the top 5 most needed program in all household types except households with children only 10 and under. All other program types are listed in only 2 or less household types.

Ranking	With children under 10	%	With children 10-19	%	No children – adults 20-54	%	No children- adults 55+	%
1 st	Youth sports	49%	Special events	34%	Special event	48%	Adult fitness	30%
2 nd	Youth learn to swim	48%	Youth sports	32%	Adult fitness	33%	Special event	29%
3 rd	Youth summer camp	44%	Adult fitness	26%	Nature programs	26%	Local history programs	26%
4 th	Special events/festivals	29%	Running walking	20%	Outdoor skill clinics	21%	Nature programs	25%
5 th	Before and after school	24%	Youth fitness	18%	Adult sports	21%	Senior adult programs	23%

FUTURE PROGRAM PARTICIPATION – ALL RESIDENTS

Q12a. How Likely Households Are to Participate in Various Recreation Programs in the Future

by percentage of respondents with a need for programs

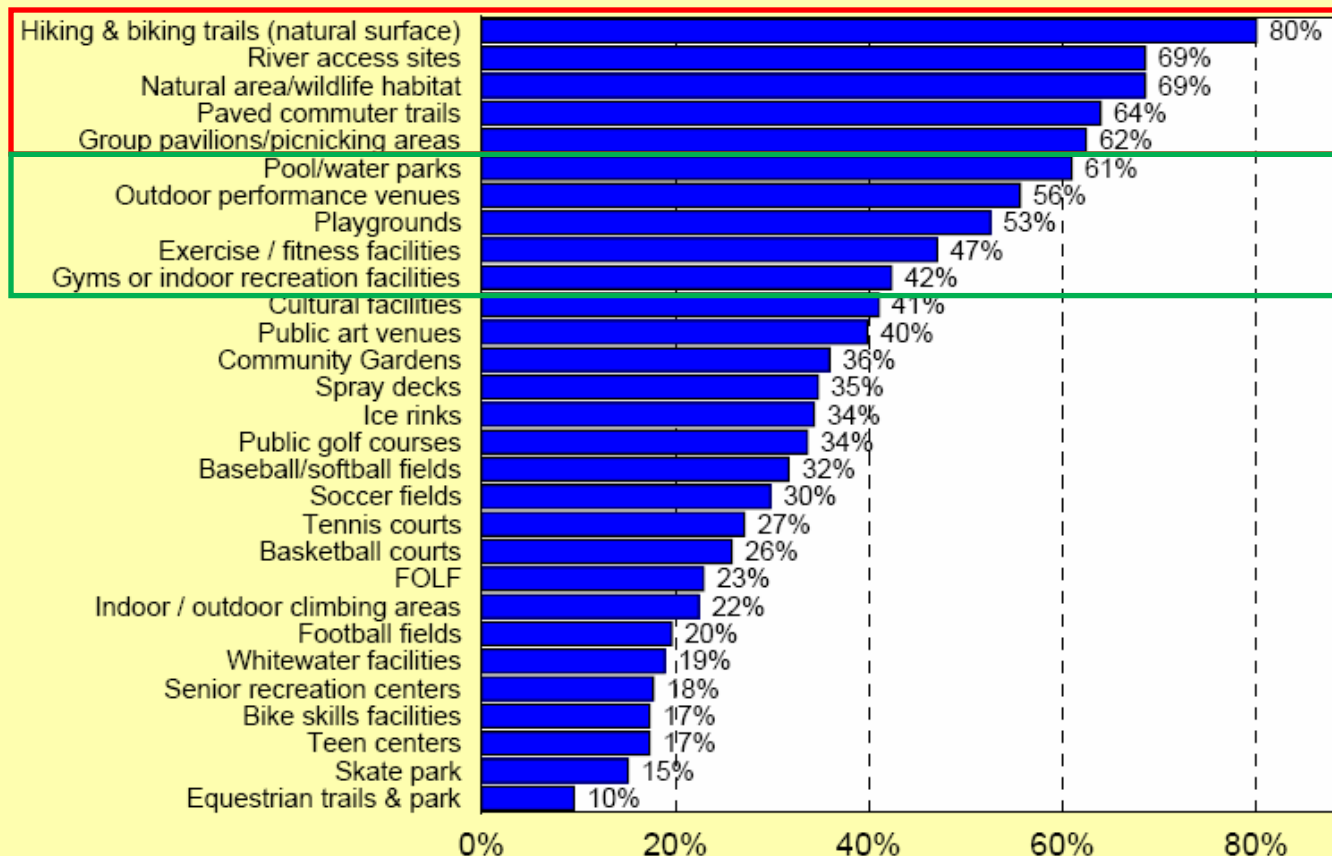


Source: Leisure Vision/ETC Institute - All Residents - (January 2011)

NEED FOR FACILITIES – ALL RESIDENTS

Q9. Households That Have a Need for Various Parks and Recreation Facilities

by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute - All Residents - (January 2011)

NEED FOR FACILITIES – COUNTY VS. CITY RESIDENTS (TOP 10)

County Residents

Ranking	All Residents	All residents
1 st	Hiking/biking trails	75%
2 nd	River access sites	69%
3 rd	Natural areas/wildlife habitats	66%
4 th	Pool/water parks	57%
5 th	Group pavilions/picnicking	57%
6 th	Paved commuter trails	54%
7 th	Outdoor performance venues	49%
8 th	Playgrounds	48%
9 th	Exercise/fitness facilities	44%
10 th	Gyms or indoor rec facilities	41%

City Residents

Ranking	All Residents	All residents
1 st	Hiking/biking trails	84%
2 nd	Paved commuter trails	70%
3 rd	Natural areas/wildlife habitats	70%
4 th	River access sites	68%
5 th	Group pavilions/picnicking	67%
6 th	Pool/water parks	64%
7 th	Outdoor performance venues	61%
8 th	Playgrounds	56%
9 th	Exercise/fitness facilities	49%
10 th	Cultural facilities	48%

MOST IMPORTANT ACTIONS – COUNTY VS. CITY RESIDENTS

County Residents

Ranking	All Residents	All residents
1 st	Maintain existing lands with passive facilities	37%
2 nd	Maintain existing lands for conservation values	34%
3 rd	Acquire land for conservation values	27%
4 th	Maintain urban forests and forested park lands	27%
5 th	Maintain existing lands with active facilities	25%

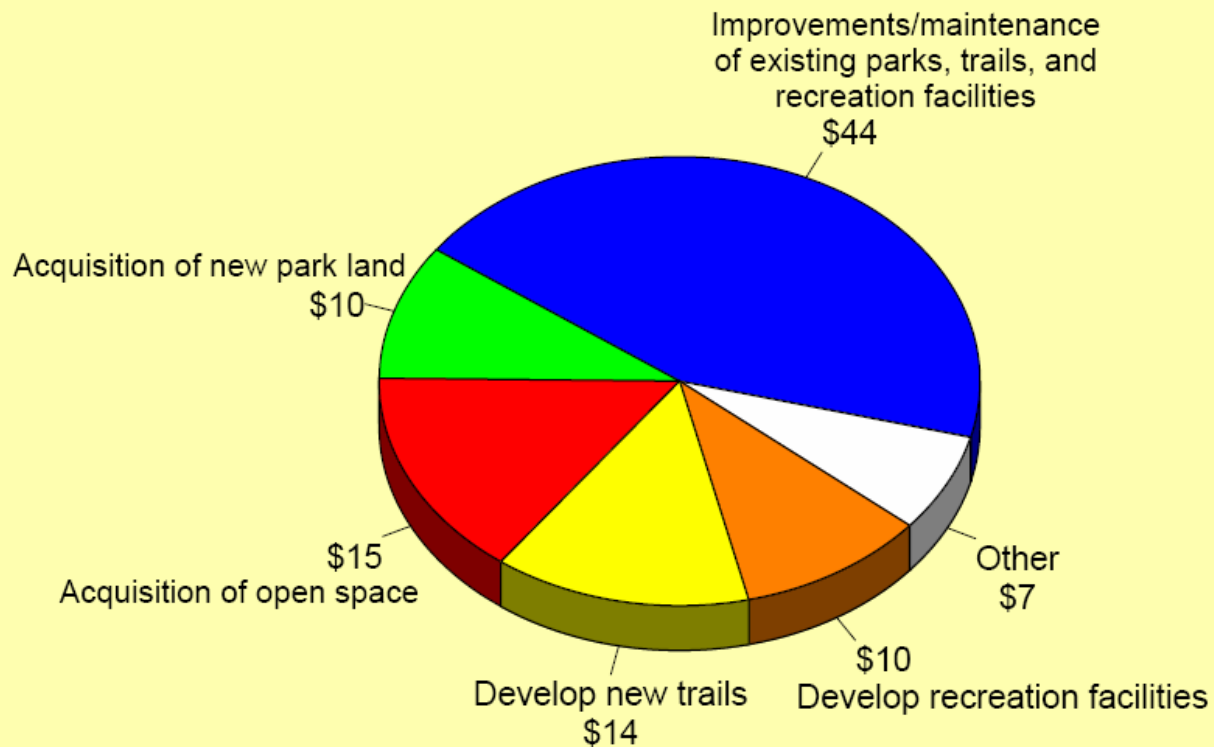
City Residents

Ranking	All Residents	All residents
1 st	Maintain existing lands with passive facilities	45%
2 nd	Maintain existing lands for conservation values	36%
3 rd	Maintain urban forests and forested park lands	31%
4 th	Develop a connected County-wide trail system	29%
5 th	Develop new walking and biking trails	27%

RESOURCE ALLOCATION – ALL RESIDENTS

Q16. How Respondents Would Allocate \$100 Among Various City and County Parks, Trails and Recreation Facilities

by percentage of respondents



Source: Leisure Vision/ETC Institute - All Residents - (January 2011)

ADDITIONAL ANNUAL COSTS TO ACQUIRE OR BUILD MORE

- **70% of all residents would support paying more each year to acquire open space and construct new trails, wildlife habitats, and recreation facilities.**
 - **66% of county residents**
 - **73% of city residents**

	\$50 or more	\$30 - \$49	\$20 - \$29	\$10 - \$19	None
All Residents	16%	15%	17%	22%	30%
County Residents	13%	13%	17%	23%	34%
City Residents	19%	16%	16%	22%	27%

ADDITIONAL ANNUAL COSTS TO MAINTAIN EXISTING

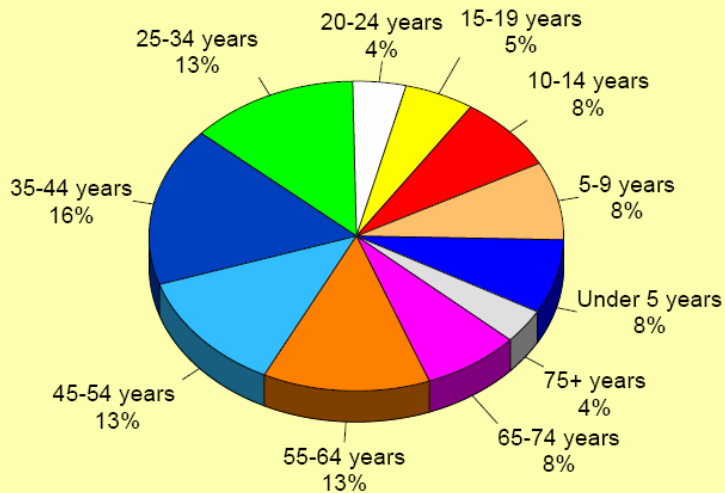
- **77% of all residents would support paying more each year to maintain existing open space, parks, trails, wildlife habitats, and recreation facilities.**
 - **72% of county residents**
 - **80% of city residents**

	\$50 or more	\$30 - \$49	\$20 - \$29	\$10 - \$19	None
All Residents	14%	15%	19%	28%	23%
County Residents	10%	12%	19%	31%	28%
City Residents	17%	18%	18%	27%	20%

DEMOGRAPHICS – ALL RESIDENTS

Q20. Demographics: Ages of People in Household

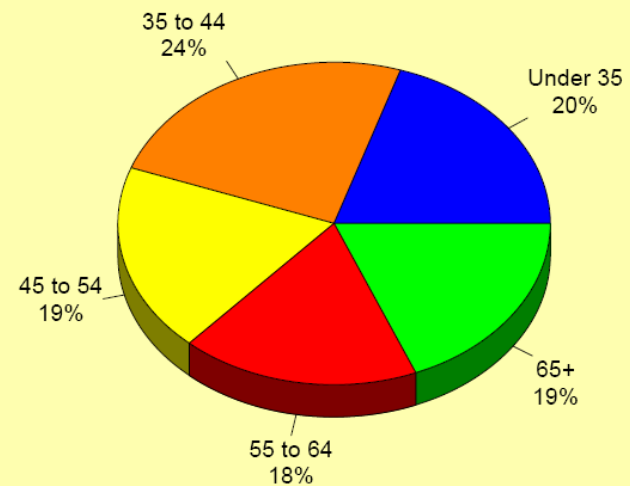
by percentage of household occupants



Source: Leisure Vision/ETC Institute - [All Residents](#) - (January 2011)

Q21. Demographics: Age of Respondents

by percentage of respondents

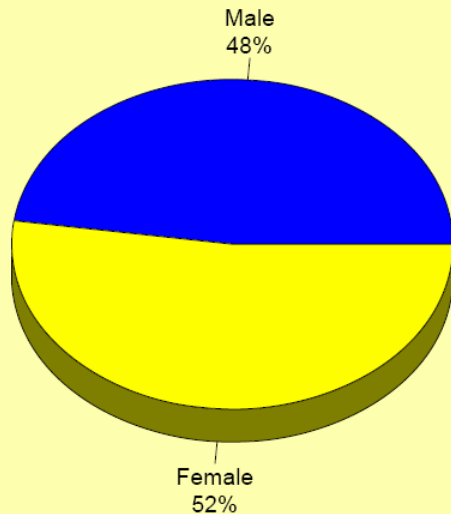


Source: Leisure Vision/ETC Institute - [All Residents](#) - (January 2011)

DEMOGRAPHICS – ALL RESIDENTS

Q22. Demographics: Gender

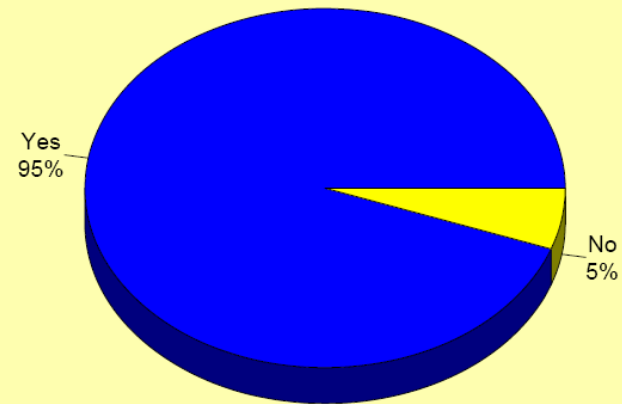
by percentage of respondents



Source: Leisure Vision/ETC Institute - [All Residents](#) - (January 2011)

Q23. Demographics: Are You a Registered Voter in Missoula County?

by percentage of respondents



Source: Leisure Vision/ETC Institute - [All Residents](#) - (January 2011)

What Did We Learn?

- **Use of the parks and trails systems is high and higher than the National Averages**
- **Overall, residents are satisfied with their parks and trails**
- **County and City residents share many of the same recreational interests and needs**
- **Trails, Trails, Trails**

How Will We Use the Survey Results?

- **Inform the 2011 County Parks & Trails Master Plan**
- **Affirms the efforts of the Missoula Active Transportation Planning project**
- **Supplement parks and trail grant applications**
- **Coordinate efforts with Community Councils and other agencies**

Parks and Recreation Needs Assessment Survey

Findings Report

Submitted to

Missoula County and The City of Missoula, Montana

by

Leisure Vision

(a division of ETC Institute)

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Olathe, KS 66061

(913) 829-1215

in association with

PROS Consulting

January 2011

Community Survey

Executive Summary Report

Overview of the Methodology

Missoula County and the City of Missoula conducted a Community Survey from October through December of 2010. The purpose of the survey was to help establish priorities for the future development of parks and recreation facilities, programs and services within Missoula County and the City of Missoula. The survey was designed to obtain statistically valid results from households throughout Missoula County and the City of Missoula. The survey was administered by a combination of mail and phone.

Leisure Vision worked extensively with Missoula County and City of Missoula officials, as well as members of the PROS Consulting team, in the development of the survey questionnaire. This work allowed the survey to be tailored to issues of strategic importance to effectively plan the future system.

Leisure Vision mailed surveys to a random sample of 3,500 households throughout Missoula County and the City of Missoula. Approximately three days after the surveys were mailed, each household that received a survey also received an automated voice message encouraging them to complete the survey. In addition, about two weeks after the surveys were mailed Leisure Vision began contacting households by phone. Those who indicated they had not returned the survey were given the option of completing it by phone.

The goal was to obtain a total of at least 766 completed surveys, with at least 385 from residents living in Missoula County but outside of the City Missoula, and at least 381 from residents living in the City of Missoula. These goals were far exceeded, with a total of 1,107 surveys having been completed, including 453 from residents living in Missoula County but outside of the City Missoula, and 654 from residents living in the City of Missoula. The results of the random sample of 1,107 households have a 95% level of confidence with a precision of at least +/-2.9%.

The following pages summarize major survey findings.

Major Survey Findings

➤ **Visiting COUNTY Parks and Trails.**

All Residents - Seventy-six percent (76%) of all residents have visited County parks or trails during the past 12 months. Eighty-eight percent (88%) of all residents are either very satisfied or somewhat satisfied with the level of maintenance of the County parks/trails they've used.

County Residents - Seventy-five percent (75%) of County residents have visited County parks or trails during the past 12 months. Eighty-seven percent (87%) of County residents are either very satisfied or somewhat satisfied with the level of maintenance of the County parks/trails they've used.

City Residents - Seventy-six percent (76%) of City residents have visited County parks or trails during the past 12 months. Eighty-eight percent (88%) of City residents are either very satisfied or somewhat satisfied with the level of maintenance of the County parks/trails they've used.

➤ **Visiting CITY Parks and Trails.**

All Residents - Eighty-six percent (86%) of all residents have visited City parks or trails during the past 12 months. Eighty-nine percent (89%) of all residents are either very satisfied or somewhat satisfied with the level of maintenance of the City parks/trails they've used.

County Residents - Seventy-eight percent (78%) of County residents have visited City parks or trails during the past 12 months. Eighty-seven percent (87%) of County residents are either very satisfied or somewhat satisfied with the level of maintenance of the County parks/trails they've used.

City Residents - Ninety-two percent (92%) of City residents have visited City parks or trails during the past 12 months. Ninety percent (90%) of City residents are either very satisfied or somewhat satisfied with the level of maintenance of the City parks/trails they've used.

➤ **Facilities Used at City and County Parks.**

All Residents - The facilities used by the highest percentage of all residents at City and County parks during the past 12 months are: hiking trails (73%), river access sites (58%), paved commuter trails (56%), playgrounds (53%), pool/water parks (50%), picnicking areas (49%), and natural area/wildlife habitat (49%).

County Residents - The facilities used by the highest percentage of County residents

at City and County parks during the past 12 months are: hiking trails (65%), river access sites (55%), paved commuter trails (47%), natural area/wildlife habitat (46%), pool/water parks (46%), and playgrounds (45%).

City Residents - The facilities used by the highest percentage of City residents at City and County parks during the past 12 months are: hiking trails (78%), paved commuter trails (63%), river access sites (61%), playgrounds (60%), biking trails (53%), picnicking areas (53%), pool/water parks (52%), and natural area/wildlife habitat (51%).

➤ **Parks and Facilities Used.**

All Residents - The parks and facilities used by the highest percentage of all residents during the past 12 months are: Caras Park (79%), McCormick Park (65%), Fort Missoula Park (61%), and Bonner Park (61%).

County Residents - The parks and facilities used by the highest percentage of County residents during the past 12 months are: Caras Park (71%), Fort Missoula Park (61%), and McCormick Park (57%).

City Residents - The parks and facilities used by the highest percentage of City residents during the past 12 months are: Caras Park (84%), McCormick Park (71%), Bonner Park (69%), and Greenough Park (68%).

➤ **Reasons Preventing Households from Using Parks, Facilities & Programs.**

All Residents - The most frequently mentioned reasons preventing all residents from using City or County parks, recreation facilities and programs more often are: “too busy” (36%), “too far from our residence” (24%), and “use other state or federal lands/facilities” (22%).

County Residents - The most frequently mentioned reasons preventing County residents from using City or County parks, recreation facilities and programs more often are: “too far from our residence” (35%), “too busy” (35%), and “use other state or federal lands/facilities” (30%).

City Residents - The most frequently mentioned reasons preventing City residents from using City or County parks, recreation facilities and programs more often are: “too busy” (37%), “too far from our residence” (17%), and “use other state or federal lands/facilities” (16%).

➤ **Ways Residents Learn about City and County Programs, Parks, and Facilities.**

All Residents - The most frequently mentioned ways that all residents learn about City and County programs, parks and facilities are: newspaper (48%), from friends and neighbors (43%), parks guides/brochure (39%), and parks website (34%).

County Residents - The most frequently mentioned ways that County residents learn about City and County programs, parks and facilities are: newspaper (50%), parks guides/brochure (41%), from friends and neighbors (39%), and parks website (32%).

City Residents - The most frequently mentioned ways that City residents learn about City and County programs, parks and facilities are: newspaper (48%), from friends and neighbors (46%), parks guides/brochure (38%), and parks website (36%).

➤ **Need for Parks and Recreation Facilities.**

All Residents - The parks and recreation facilities that the highest percentage of all households have a need for are: hiking and biking trails (80%), river access sites (69%), natural areas/wildlife habitat (69%), paved commuter trails (64%), group pavilions/picnicking areas (62%), and pool/water parks (61%).

County Residents - The parks and recreation facilities that the highest percentage of County households have a need for are: hiking and biking trails (75%), river access sites (69%), natural areas/wildlife habitat (66%), pool/water parks (57%), group pavilions/picnicking areas (57%), and paved commuter trails (54%).

City Residents - The parks and recreation facilities that the highest percentage of City households have a need for are: hiking and biking trails (84%), paved commuter trails (70%), natural areas/wildlife habitat (70%), river access sites (68%), group pavilions/picnicking areas (67%) and pool/water parks (64%).

➤ **Most Important Parks and Recreation Facilities for Your Household.**

All Residents - Based on the sum of their top four choices, the parks and recreation facilities that all households rated as the most important for their household are: hiking and biking trails (59%), natural areas/wildlife habitat (29%), paved commuter trails (28%), river access sites (28%), playgrounds (26%), and pool/water parks (25%).

County Residents - Based on the sum of their top four choices, the parks and recreation facilities that County households rated as the most important for their household are: hiking and biking trails (52%), river access sites (30%), pool/water parks (28%), natural areas/wildlife habitat (27%), and playgrounds (24%).

City Residents - Based on the sum of their top four choices, the parks and recreation facilities that City households rated as the most important for their household are: hiking and biking trails (63%), paved commuter trails (33%), natural area/wildlife habitat (30%), playgrounds (27%), river access sites (26%), and pool/water parks (22%).

➤ **Most Important Parks and Recreation Facilities for the Community.**

All Residents - Based on the sum of their top four choices, the parks and recreation facilities that all households rated as the most important for the community are: hiking and biking trails (49%), playgrounds (32%), paved commuter trails (28%), natural areas/wildlife habitat (25%), and pool/water parks (23%).

County Residents - Based on the sum of their top four choices, the parks and recreation facilities that County households rated as the most important for the community are: hiking and biking trails (41%), playgrounds (29%), natural areas/wildlife habitat (25%), pool/water parks (24%), and paved commuter trails (22%).

City Residents - Based on the sum of their top four choices, the parks and recreation facilities that City households rated as the most important for the community are: hiking and biking trails (54%), playgrounds (35%), paved commuter trails (32%), natural area/wildlife habitat (25%), and pool/water parks (22%).

➤ **Need for Recreation Programs.**

All Residents - The recreation programs that the highest percentage of all households have a need for are: special events/festivals (65%), adult fitness and wellness programs (58%), nature programs (54%), local history programs (53%), and volunteer programs (46%).

County Residents - The recreation programs that the highest percentage of County households have a need for are: special events/festivals (59%), adult fitness and wellness programs (58%), local history programs (51%), nature programs (50%), and volunteer programs (42%).

City Residents - The recreation programs that the highest percentage of City households have a need for are: special events/festivals (69%), adult fitness and wellness programs (58%), nature programs (56%), local history programs (54%), and volunteer programs (48%).

➤ **Most Important Recreation Programs for Your Household.**

All Residents - Based on the sum of their top four choices, the recreation programs

that all households rated as the most important for their household are: special event/festivals (35%), adult fitness and wellness programs (27%), nature programs (21%), and youth sports programs (20%).

County Residents - Based on the sum of their top four choices, the recreation programs that County households rated as the most important for their household are: special events/festivals (30%), adult fitness and wellness programs (27%), youth sports programs (22%), and nature programs (21%).

City Residents - Based on the sum of their top four choices, the recreation programs that City households rated as the most important for their household are: special events/festivals (39%), adult fitness and wellness programs (27%), nature programs (21%), and youth sports programs (19%).

➤ **Most Important Actions to Prioritize Resources.**

All Residents - Based on the sum of their top four choices, the actions that all households rated as the most important for the City and County to take to prioritize resources are: maintain existing land with passive facilities (42%), maintain existing lands for conservation values (35%), maintain urban forests and forested park lands (29%), acquire land for conservation values (27%), and develop a connected County-wide trails system (27%).

County Residents - Based on the sum of their top four choices, the actions that County households rated as the most important for the City and County to take to prioritize resources are: maintain existing land with passive facilities (37%), maintain existing lands for conservation values (34%), acquire land for conservation values (27%), and maintain urban forests and forested park lands (27%).

City Residents - Based on the sum of their top four choices, the actions that City households rated as the most important for the City and County to take to prioritize resources are: maintain existing land with passive facilities (45%), maintain existing lands for conservation values (36%), maintain urban forests and forested park lands (31%), and develop a connected County-wide trails system (29%).

➤ **Paying Additional Taxes to Acquire Open Space & Construct New Trails & Recreation Facilities.**

All Residents - Seventy percent (70%) of all residents would pay some amount of additional taxes to acquire open space and construct new trails and recreation facilities. This includes 22% that would pay \$40 or more per year, 26% that would pay \$20 - \$39 per year, and 22% that would pay \$10 - \$19 per year.

County Residents – Sixty-six percent (66%) of County residents would pay some amount of additional taxes to acquire open space and construct new trails and recreation facilities. This includes 17% that would pay \$40 or more per year, 26% that would pay \$20 - \$39 per year, and 23% that would pay \$10 - \$19 per year.

City Residents – Seventy-three percent (73%) of City residents would pay some amount of additional taxes to acquire open space and construct new trails and recreation facilities. This includes 26% that would pay \$40 or more per year, 25% that would pay \$20 - \$39 per year, and 22% that would pay \$10 - \$19 per year.

➤ **Paying Additional Taxes to Maintain Open Space, Parks, Trails & Recreation Facilities.**

All Residents – Seventy-seven percent (77%) of all residents would pay some amount of additional taxes to maintain open space, parks, trails and recreation facilities. This includes 21% that would pay \$40 or more per year, 28% that would pay \$20 - \$39 per year, and 28% that would pay \$10 - \$19 per year.

County Residents – Seventy-two percent (72%) of County residents would pay some amount of additional taxes to maintain open space, parks, trails and recreation facilities. This includes 15% that would pay \$40 or more per year, 26% that would pay \$20 - \$39 per year, and 31% that would pay \$10 - \$19 per year.

City Residents – Eighty percent (80%) of City residents would pay some amount of additional taxes to maintain open space, parks, trails and recreation facilities. This includes 25% that would pay \$40 or more per year, 28% that would pay \$20 - \$39 per year, and 27% that would pay \$10 - \$19 per year.

➤ **Importance of Maintaining/Improving Parks, Trails, Open Space & Recreation Facilities Compared to Other Priorities.**

All Residents – Eighty-seven percent (87%) of all households feel it is either very important (53%) or somewhat important (34%) to maintain/improve parks, trails, open space, and recreation facilities compared to other priorities.

County Residents – Eighty-four percent (84%) of County households feel it is either very important (45%) or somewhat important (39%) to maintain/improve parks, trails, open space, and recreation facilities compared to other priorities.

City Residents – Ninety percent (90%) of City households feel it is either very important (59%) or somewhat important (31%) to maintain/improve parks, trails, open space, and recreation facilities compared to other priorities.

Missoula County Interest and Opinion Survey: *Let your voice be heard today!*

Missoula County and the City of Missoula would like your input to help determine park and recreation priorities for your areas. This survey will take 10-15 minutes to complete. When you are finished, please return your survey in the enclosed postage-paid, return-reply envelope. We greatly appreciate your time.

1. Please check the ONE statement that best describes where you live.

- _____ (1) Resident of the City of Missoula (within the city limits)
- _____ (2) Second home in the City of Missoula (within the city limits)
- _____ (3) Resident of Missoula County (outside the city limits of the City of Missoula)
- _____ (4) Second home in Missoula County (outside the city limits of the City of Missoula)
- _____ (5) Do not live in Missoula City or County (please discontinue the survey)

1a. How many months a year do you live at this residence?

- _____ (1) 12 months
- _____ (2) 8 - 11 months
- _____ (3) 6 - 8 months
- _____ (4) 6 months or less

2. Have you or members of your household visited any COUNTY parks or trails during the past 12 months?

- _____ (1) Yes [Please answer Questions #2a & #2b.]
- _____ (2) No [Please go to Question #3.]

2a. Overall, how would you rate your satisfaction with the level of maintenance of COUNTY PARKS that you have visited?

- _____ (5) Very satisfied
- _____ (4) Somewhat satisfied
- _____ (3) Neutral
- _____ (2) Somewhat dissatisfied
- _____ (1) Very dissatisfied

2b. Please rate your satisfaction with the following COUNTY areas that you and members of your household have visited by circling the corresponding number to the right of each item.

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
(A) County trails	5.....	4.....	3.....	2.....	1
(B) County open space/conservation lands	5.....	4.....	3.....	2.....	1
(C) County park forests	5.....	4.....	3.....	2.....	1

3. Have you or members of your household visited any CITY parks or trails during the past 12 months?

____(1) Yes [Please answer Questions #3a & #3b.]

____(2) No [Please go to Question #4.]

3a. Overall, how would you rate your satisfaction with the level of maintenance of CITY PARKS that you have visited?

____ (5) Very satisfied

____ (2) Somewhat dissatisfied

____ (4) Somewhat satisfied

____ (1) Very dissatisfied

____ (3) Neutral

3b. Please rate your satisfaction with the following CITY areas that you and members of your household have visited by circling the corresponding number to the right of each item.

	<u>Very Satisfied</u>	<u>Satisfied</u>	<u>Neutral</u>	<u>Dissatisfied</u>	<u>Very Dissatisfied</u>
(A) City trails.....	5.....	4.....	3.....	2.....	1
(B) City open space/conservation lands.....	5.....	4.....	3.....	2.....	1
(C) City urban forests	5.....	4.....	3.....	2.....	1
(D) City developed parks.....	5.....	4.....	3.....	2.....	1

4. From the following list, please CHECK ALL the facilities that you or members of your household have visited or used over the past 12 months in both City and County parks.

____(01) Hiking trails

____(14) Ultimate (Frisbee™) fields

____(02) Biking trails (natural surface)

____(15) Basketball courts

____(03) X-country ski trails

____(16) Tennis courts

____(04) Paved commuter trails

____(17) Pool/water parks

____(05) Baseball/softball fields

____(18) Spray decks

____(06) Group pavilions

____(19) Ice rinks

____(07) Picnicking areas

____(20) Outdoor performance venues

____(08) Playgrounds

____(21) Skate park

____(09) River access sites

____(22) Natural area/wildlife habitat

____(10) Equestrian facilities/trails

____(23) Gyms or indoor recreation facilities

____(11) Soccer fields

____(24) Public golf courses

____(12) Football fields

____(25) Sculpture/public art venues

____(13) Rugby fields

5. Which THREE of the facilities listed in Question #4 have you and members of your household used the most during the past year? [Using the numbers in Question #4 above, please write in the numbers for the facilities you use most.]

1st: ____

2nd: ____

3rd: ____

6. Please rate your satisfaction with the following parks or facilities you have visited within the last 12 months by circling the corresponding number to the right of each park/facility.

	<u>Very Satisfied</u>	<u>Satisfied</u>	<u>Neutral</u>	<u>Dissatisfied</u>	<u>Very Dissatisfied</u>	<u>Have Not Visited</u>
(A) Fort Missoula Park.....	5.....	4.....	3.....	2.....	1.....	9
(B) Big Sky Park.....	5.....	4.....	3.....	2.....	1.....	9
(C) Splash MT/Currents.....	5.....	4.....	3.....	2.....	1.....	9
(D) McCormick Park.....	5.....	4.....	3.....	2.....	1.....	9
(E) Caras Park.....	5.....	4.....	3.....	2.....	1.....	9
(F) Bonner Park.....	5.....	4.....	3.....	2.....	1.....	9
(G) Greenough Park.....	5.....	4.....	3.....	2.....	1.....	9
(H) Playfair Park.....	5.....	4.....	3.....	2.....	1.....	9

7. Please CHECK ALL the reasons that prevent you or other members of your household from using parks, recreation facilities or programs of the City of Missoula or Missoula County more often.

- | | |
|--|---|
| <input type="checkbox"/> (01) Not interested | <input type="checkbox"/> (12) Do not know locations of facilities |
| <input type="checkbox"/> (02) Facilities are not kept clean | <input type="checkbox"/> (13) Too busy |
| <input type="checkbox"/> (03) Program or service is not available | <input type="checkbox"/> (14) Facilities are not well maintained |
| <input type="checkbox"/> (04) Doesn't contain desired features or facility | <input type="checkbox"/> (15) Do not know what is being offered |
| <input type="checkbox"/> (05) Security is insufficient | <input type="checkbox"/> (16) Lack of transportation |
| <input type="checkbox"/> (06) Too far from our residence | <input type="checkbox"/> (17) Lack of personal resources (money, equipment, etc.) |
| <input type="checkbox"/> (07) Lack of accessibility | <input type="checkbox"/> (18) Overcrowding |
| <input type="checkbox"/> (08) Fees are too high | <input type="checkbox"/> (19) Lack of restrooms |
| <input type="checkbox"/> (09) Operating hours not convenient | <input type="checkbox"/> (20) Conflicts with domestic pets |
| <input type="checkbox"/> (10) Use other state or federal lands/facilities | <input type="checkbox"/> (21) Other: _____ |
| <input type="checkbox"/> (11) Poor customer service by staff | |

8. What are the best ways for you to learn about City and County programs, parks and facilities?

- | | |
|--|--|
| <input type="checkbox"/> (01) Parks guides/brochures | <input type="checkbox"/> (08) E-mail bulletins |
| <input type="checkbox"/> (02) Parks Website | <input type="checkbox"/> (09) Conversations with Parks staff |
| <input type="checkbox"/> (03) Newspaper | <input type="checkbox"/> (10) Twitter |
| <input type="checkbox"/> (04) Radio | <input type="checkbox"/> (11) Facebook |
| <input type="checkbox"/> (05) Cable access television | <input type="checkbox"/> (12) School flyers and newsletters |
| <input type="checkbox"/> (06) Flyers at facilities/Park office | <input type="checkbox"/> (13) Other: _____ |
| <input type="checkbox"/> (07) From friends and neighbors | |

9. Please indicate if YOU or any member of your HOUSEHOLD has a need for each of the parks and recreation facilities listed below by circling the YES or NO next to the park/facility.

If YES, please tell us if there are too many, the right number, or not enough of the parks/facilities offered by City or County.

Type of Park/Facility	Do you or members of your household have a need for this facility?		Please tell us if there are too many, about the right number, or not enough of the following facilities provided by the City or County.		
	Yes	No	Too Many	About Right	Not Enough
A. Hiking & biking trails (natural surface)	Yes	No	1	2	3
B. Equestrian trails & park	Yes	No	1	2	3
C. Paved commuter trails	Yes	No	1	2	3
D. Baseball/softball fields	Yes	No	1	2	3
E. Group pavilions/picnicking areas	Yes	No	1	2	3
F. Playgrounds	Yes	No	1	2	3
G. River access sites	Yes	No	1	2	3
H. Bike skills facilities	Yes	No	1	2	3
I. Whitewater facilities	Yes	No	1	2	3
J. FOLF	Yes	No	1	2	3
K. Soccer fields	Yes	No	1	2	3
L. Football fields	Yes	No	1	2	3
M. Basketball courts	Yes	No	1	2	3
N. Tennis courts	Yes	No	1	2	3
O. Pool/water parks	Yes	No	1	2	3
P. Spray decks	Yes	No	1	2	3
Q. Ice rinks	Yes	No	1	2	3
R. Outdoor performance venues	Yes	No	1	2	3
S. Skate park	Yes	No	1	2	3
T. Natural area/wildlife habitat	Yes	No	1	2	3
U. Gyms or indoor recreation facilities	Yes	No	1	2	3
V. Public golf courses	Yes	No	1	2	3
W. Public art venues	Yes	No	1	2	3
X. Indoor / outdoor climbing areas	Yes	No	1	2	3
Y. Senior recreation centers	Yes	No	1	2	3
1. Teen centers	Yes	No	1	2	3
2. Community Gardens	Yes	No	1	2	3
3. Exercise / fitness facilities	Yes	No	1	2	3
4. Cultural facilities	Yes	No	1	2	3

10. Which **FOUR** of the parks/facilities listed in Question #9 are **most important** to your household? [Using the letters/numbers in Question #9 above, please write in the letters/numbers below for your 1st, 2nd, 3rd, and 4th choices, or circle 'NONE'.]

1st. _____ 2nd. _____ 3rd. _____ 4th. _____ NONE

11. Which **FOUR** of the parks/facilities listed in Question #9 do you feel are **most important** for your community? [Using the letters/numbers in Question #9 above, please write in the letters/numbers below for your 1st, 2nd, 3rd, and 4th choices, or circle 'NONE'.]

1st. _____ 2nd. _____ 3rd. _____ 4th. _____ NONE

12. Please indicate if YOU or any member of your HOUSEHOLD has a need for each of the recreation programs listed below by circling the YES or NO next to the recreation program. Also, please indicate how likely you or members of your household are to participate in each of these programs now or in the near future.

Type of Program	Do You Have a Need for this Program?		How likely are you or any member of your household to participate in this program in the future?				
	Yes	No	Very Likely	Likely	Don't Know	Unlikely	Very Unlikely
A. Youth Learn to Swim programs	Yes	No	5	4	3	2	1
B. Pre-School programs	Yes	No	5	4	3	2	1
C. Before and after school programs	Yes	No	5	4	3	2	1
D. Youth summer camp programs	Yes	No	5	4	3	2	1
E. Youth sports programs	Yes	No	5	4	3	2	1
F. Youth fitness and wellness programs	Yes	No	5	4	3	2	1
G. Martial arts programs	Yes	No	5	4	3	2	1
H. Adult fitness and wellness programs	Yes	No	5	4	3	2	1
I. Equestrian riding lessons	Yes	No	5	4	3	2	1
J. Tennis lessons and leagues	Yes	No	5	4	3	2	1
K. Youth art, dance, performing arts	Yes	No	5	4	3	2	1
L. Adult art, dance, performing arts	Yes	No	5	4	3	2	1
M. Adult sports programs	Yes	No	5	4	3	2	1
N. Senior adult programs	Yes	No	5	4	3	2	1
O. Golf lessons	Yes	No	5	4	3	2	1
P. Special events/festivals	Yes	No	5	4	3	2	1
Q. Nature programs	Yes	No	5	4	3	2	1
R. Local history programs	Yes	No	5	4	3	2	1
S. Outdoor skills clinics (i.e. hunting, fishing)	Yes	No	5	4	3	2	1
T. Adventure recreation skills clinics (i.e. kayaking, bike skills, FOLF)	Yes	No	5	4	3	2	1
U. Volunteer programs	Yes	No	5	4	3	2	1
V. Running/walking races	Yes	No	5	4	3	2	1
W. Other: _____	Yes	No	5	4	3	2	1

13. Which **FOUR** of the programs listed in Question #12 are *most important* to your household? [Using the letters in Question #12 above, please write in the letters below for your 1st, 2nd, 3rd, and 4th choices, or circle 'NONE'.]

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ NONE

14. Listed below are actions that can help the City and County prioritize limited resources in the future. For each of the following please indicate if you think it is very important, somewhat important, not sure or not important to take the action by circling the corresponding number.

	<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Important</u>	<u>Not Sure</u>
(A) Acquire land for conservation values.....	1	2	3	4
(B) Provide assistance to conserve working lands (farms, ranches, forests)	1	2	3	4
(C) Acquire land to develop with passive facilities, i.e. trails picnic areas, playgrounds, etc.....	1	2	3	4
(D) Acquire land and develop with active facilities, i.e. soccer, softball, and baseball fields	1	2	3	4
(E) Maintain existing lands for conservation values	1	2	3	4
(F) Maintain existing land with passive facilities, i.e. trails picnic areas, playgrounds, etc.....	1	2	3	4
(G) Maintain existing land with active facilities, i.e. soccer, softball, and baseball fields	1	2	3	4
(H) Maintain urban forests and forested park lands	1	2	3	4
(I) Develop new walking and biking trails.....	1	2	3	4
(J) Develop new mountain bike trails.....	1	2	3	4
(K) Develop new equestrian trails	1	2	3	4
(L) Develop new snowmobile trails in rural areas	1	2	3	4
(M) Develop new ATV trails in rural areas	1	2	3	4
(N) Develop a connected County-wide trail system.....	1	2	3	4
(O) Develop new outdoor swimming pools/water parks	1	2	3	4
(P) Develop new fishing access areas	1	2	3	4
(Q) Develop new picnic areas, shelters, and pavilions	1	2	3	4
(R) Develop new playgrounds	1	2	3	4
(S) Develop new adventure/outdoor recreation venues	1	2	3	4
(T) Develop new wildlife habitats and viewing areas	1	2	3	4
(U) Develop new sports fields.....	1	2	3	4

15. Which FOUR of the actions listed in Question #14 are **most important** to your household? [Using the letters in Question #14 above, please write in the letters below for your 1st, 2nd, 3rd, and 4th choices, or circle 'NONE'.]

1st. _____ 2nd. _____ 3rd. _____ 4th. _____ NONE

16. If an additional \$100 were available for City of Missoula and Missoula County **parcs, trails, and recreation facilities**, how would you allocate the funds among the categories of funding listed below? [Please be sure your total adds up to \$100.]

\$_____ Improvements/maintenance of existing parks, trails, and recreation facilities

\$_____ Acquisition of new park land

\$_____ Acquisition of open space

\$_____ Develop new trails

\$_____ Develop recreation facilities

\$_____ Other: _____

\$ 100 TOTAL

17. Costs for acquiring open space and constructing new trails, wildlife habitats, and recreation facilities may require some additional tax support. What is the maximum amount you would be additionally willing to pay, on an annual basis, for the improvements that are most important to your household?

- (1) \$50 or more per year (3) \$30 - \$39 per year (5) \$10 - \$19 per year
 (2) \$40 - \$49 per year (4) \$20 - \$29 per year (6) Zero - no increase

18. Costs for maintaining existing open space, parks, trails, wildlife habitats, and recreation facilities and services may require some additional tax support. What is the maximum amount you would be additionally willing to pay, on an annual basis, for the improvements that are most important to your household?

- (1) \$50 or more per year (3) \$30 - \$39 per year (5) \$10 - \$19 per year
 (2) \$40 - \$49 per year (4) \$20 - \$29 per year (6) Zero - no increase

19. Compared to other priorities for residents, how important do you think it is to maintain and improve parks, trails, open space, recreation facilities and services?

- (1) Very important (3) Not sure
 (2) Somewhat important (4) Not important

20. Counting yourself, how many people in your household are?

- | | | | | | | | |
|-------------|--------------------------|------------|--------------------------|------------|--------------------------|------------|--------------------------|
| Under age 5 | <input type="checkbox"/> | Ages 15-19 | <input type="checkbox"/> | Ages 35-44 | <input type="checkbox"/> | Ages 65-74 | <input type="checkbox"/> |
| Ages 5-9 | <input type="checkbox"/> | Ages 20-24 | <input type="checkbox"/> | Ages 45-54 | <input type="checkbox"/> | Ages 75+ | <input type="checkbox"/> |
| Ages 10-14 | <input type="checkbox"/> | Ages 25-34 | <input type="checkbox"/> | Ages 55-64 | <input type="checkbox"/> | | |

21. What is your age? _____

22. Your gender: (1) Male (2) Female

23. Are you registered to vote in Missoula County? (1) Yes (2) No

24. Please share any additional comments that could assist the Missoula County in improving parks, trails, open space, or recreational facilities and services.

This concludes the survey. Thank you for your time.

Please Return Your Completed Survey in the Enclosed Return-Reply Envelope Addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain Completely Confidential.
The address information on the sticker to the right will
ONLY be used to help identify areas with special interests.